United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention
Campaign

United States
Department of
Agriculture
Forest Service

Smokey's 1988 Campaign Catalog

Consolidated Orders Due in Washington, D.C. by August 28, 1987

United States Department of Agriculture | Forest Service | WO

Reply to: 3110

Date: MAY 18 1987

Subject: 1988 CFFP Campaign Catalog and Order Form

To: Regional Foresters; Station Directors; Area Director; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 28

This copy of Smokey Bear's 1988 Campaign Catalog and Order Form is to be used in ordering 1988 Cooperative Forest Fire Prevention (CFFP) materials. These materials may be mailed directly to the National Forests, Regions, Area or States as you indicate on the order.

States should forward their orders to the appropriate Region or the Area office where orders will be combined and sent to Washington. Consolidated orders for Region 9 will include National Forests, and States in Region 9 will be consolidated by the Northeastern Area. All other Regions will consolidate orders for National Forests and States.

All Regions should use the software package for transmitting their Smokey Bear orders via Data General. No handwritten orders will be accepted. No orders will be shipped to P.O. boxes. It is important that total quantities be shown as number of standard packs. The item ordered, number of standard packs ordered, and the freight address are to be listed on a separate form for every item ordered. These forms are to be sent along with the consolidated order to Washington for our use in ordering materials.

If there is difficulty in obtaining items from vendors, you will be notified. Prices quoted are our best estimates of break-even costs and include prepaid delivery charges. Materials ordered will be obligated against FY 1988 funds and the Washington Office will request transfer of the full amount obligated early in FY 1988.

Please contact Patsy Cockrell, (703 or FTS) 235-8666, if you have questions relating to your 1988 order.

The National Association of State Foresters (NASF) will distribute their 1988 Catalog to State forestry offices. This NASF Catalog contains some of the same standard items found in the Smokey Bear Catalog. States may order direct from NASF, but Federal regulations prohibit any purchasing from NASF by Federal agencies.

ALLAN J. WEST
Deputy Chief
State and Private Forestry

Enclosures

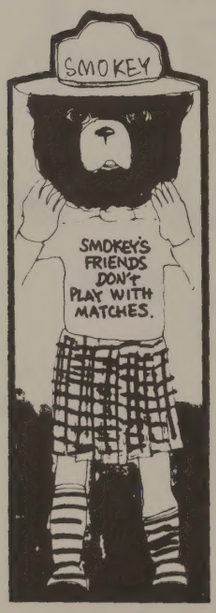
Special Note: *Some illustrations printed in catalog are only sketches and are not final artwork. They are printed to show what will appear on a specific item.*

88-CFFP-1 Basic Poster, a new paper poster for indoor use. 13″ x 18½″. $79/500.

88-CFFP-2 Basic Poster, a new cardboard poster for outdoor use. 13″ x 18½″. $45/250.

88-CFFP-3 School Poster, paper, 7″ x 10″. $31/500.

88-CFFP-4 Sticker, a pressure-sensitive, adhesive-backed sticker, 4″ x 6½″. $37/500.



88-CFFP-5 Bookmark, paper, 2¾″ $8/500.

88-CFFP-6 Stamps, a block of four gummed and perforated stickers. $20/1000.

88-CFFP-7 Teaching Aid, "Always Follow Smokey's Rules." $75/50.

88-CFFP-8 Special Poster—Birds Nest. Full color, 20″ x 30″. $40/200.

88-CFFP-9 Special Poster—Snakes. Full Color, 20″ x 30″. $40/200.

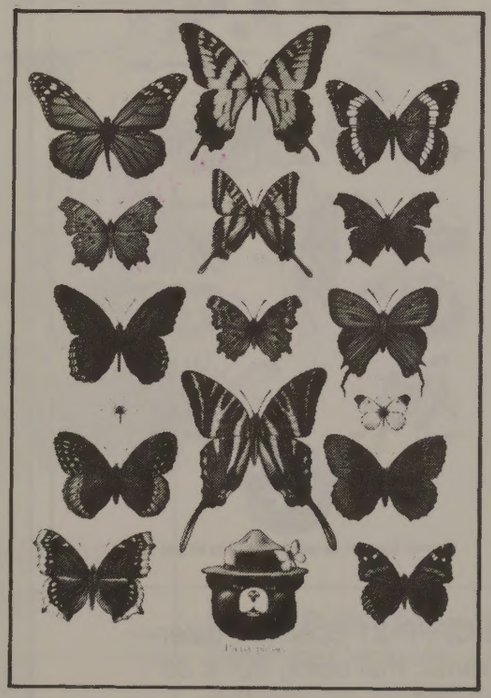
88-CFFP-10 Special Poster—Mushrooms. Full color, 20″ x 30″. $40/200

88-CFFP-11 Special Poster—Leaves. Full color, 20″ x 30″. $40/200

88-CFFP-12 Special Poster—Birds. Full color, 20″ x 30″. $40/200.

88-CFFP-13 Special Poster—Wood Products. Full color, 20″ x 30″. $40/200.

88-CFFP-14 Special Poster—Flowers. Full color, 20″ x 30″. $40/200.

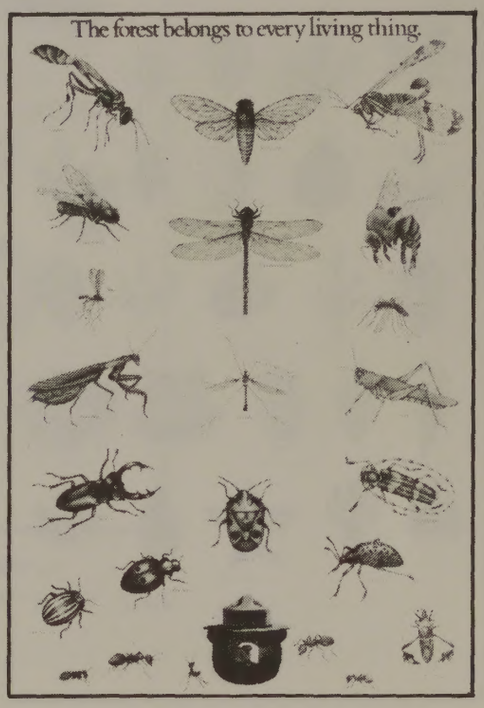


88-CFFP-15 Special Poster—Butterflies. Full color, 20″ x 30″. $40/200.

88-CFFP-16 Special Poster—Animals. Full color, 20″ x 30″. $40/200.

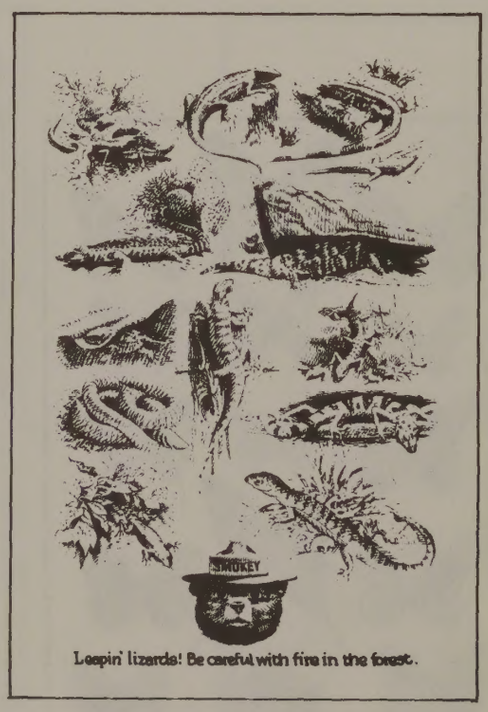
88-CFFP-17 Special Poster—State Trees. Full color, 20″ x 30″. $40/200.

88-CFFP-18 Special Poster—Fish. Full Color, 20″ x 30″. $40/200.



88-CFFP-19 Special Poster—Insects. Full Color, 20″ x 30″. $40/200.

88-CFFP-20 Special Poster—Animal Footprints. Full color, 20″ x 30″. $40/200.



88-CFFP-21 Special Poster—Lizards. Full color, 20″ x 30″. $40/200

88-CFFP-22 Special Poster—Food. Full color, 20″ x 30″. $40/200

88-CFFP-23 Debris Poster. A new poster for indoor use. $52/200

88-CFFP-24 Debris Poster. A new poster for outdoor use. $35/100

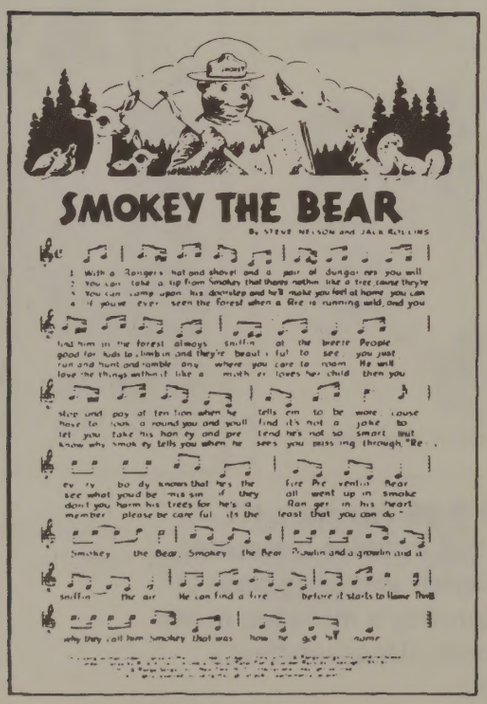
88-CFFP-25 Fold-out Pamphlet, "Suppose You Went Camping." An inexpensive handout that reminds everyone of forest fire prevention measures. $9/100.

88-CFFP-26 Teacher's Kit. A folder that includes a teaching unit, playlet, and song book to bring Smokey's message to the classroom. (Unassembled.) $80/100.

88-CFFP-27 Junior Forest Ranger Handbook. A workbook that can be used in classrooms, scouting activities, and other programs relating to conservation 5¼" x 8½". $14/100.

88-CFFP-28 True Story Comic Book (English), "The True Story of Smokey Bear." A popular item for handouts and use in the classroom. $62/500.

88-CFFP-29 True Story Comic Book (Spanish), "The True Story of Smokey Bear" in Spanish. $86/500.



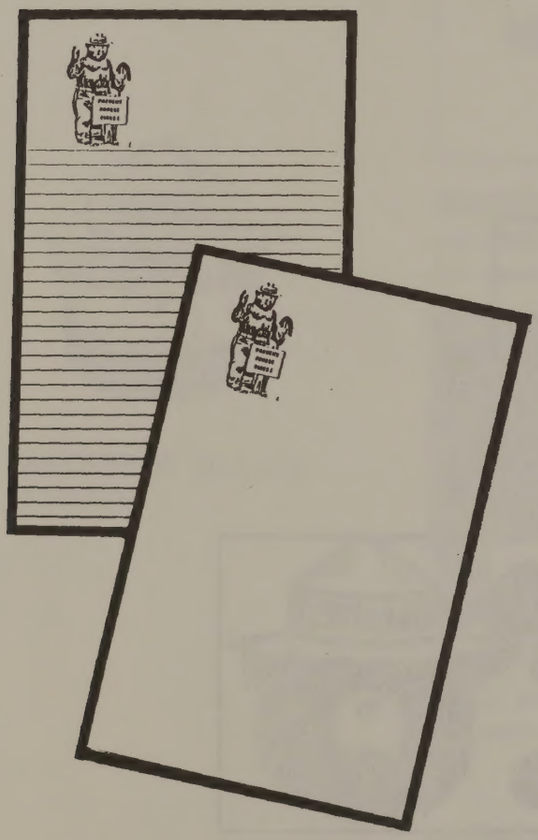
88-CFFP-30 Smokey Bear Song Sheet. The melody and verses are on front side of sheet and a conservation pledge on the back side. $24/1000.

88-CFFP-31 Coloring Sheet. "Please Be Careful With Fire." $15/500.

88-CFFP-32 "Making Campfires Safe." A folder of helpful tips with illustrations. $7/100.

88-CFFP-33 "Safe Debris Burning." A folder of helpful tips with illustrations. $7/100.

88-CFFP-34 "Fire Safety Outdoors." A folder of helpful tips with illustrations. $7/100

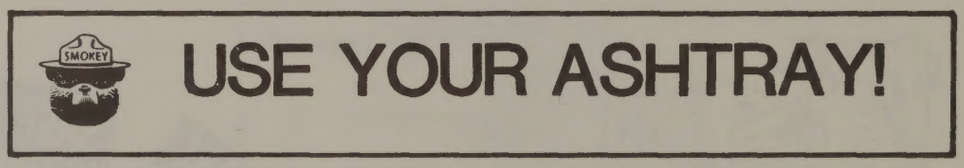


88-CFFP-35 Note pads (lined), 5″ x 8″ with 50 sheets per pad. $8/25

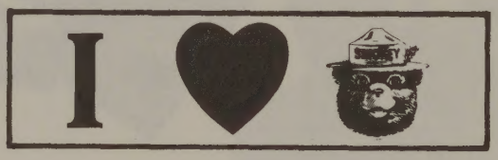
88-CFFP-36 Note pads (unlined), 5″ x 8″ with 50 sheets per pad. $7/25

88-CFFP-37 Name tag. A pressure-sensitive adhesive-backed tag. 3½″ x 2⅜″. $8/100

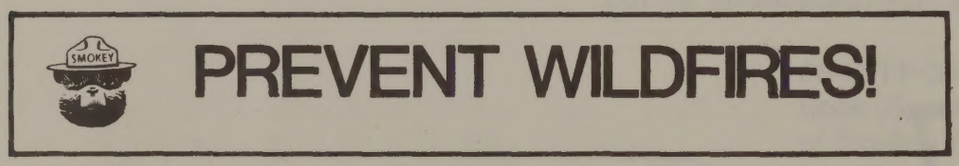
88-CFFP-38 Wallet Card. A handout item for field and public contacts. $8/500.



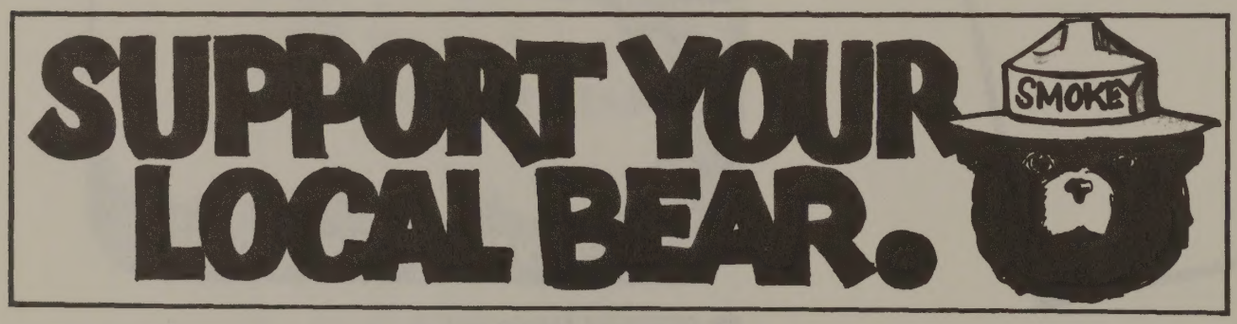
88-CFFP-39 Bumper Strip, "Use Your Ashtray!" A 2-color bumper strip. $37/100.



88-CFFP-40 Bumper Strip, "I Love Smokey Bear." Smokey Bear and a red heart for "love" on a bumper strip. $28/100



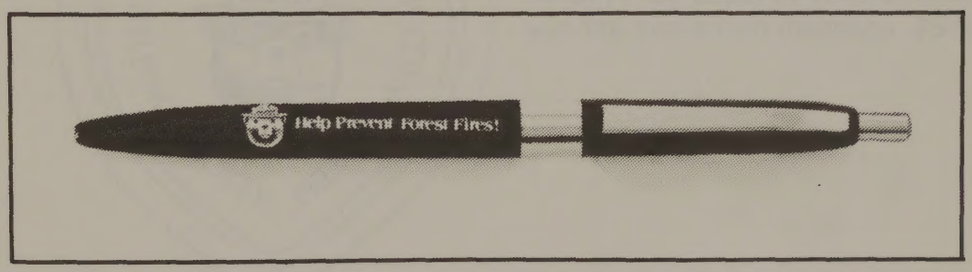
88-CFFP-41 Bumper Strip, "Prevent Wildfires!" A 2-color bumper strip. $33/100



88-CFFP-42 Bumper Strip, "Support Your Local Bear." A 2-color bumper strip. $33/100.

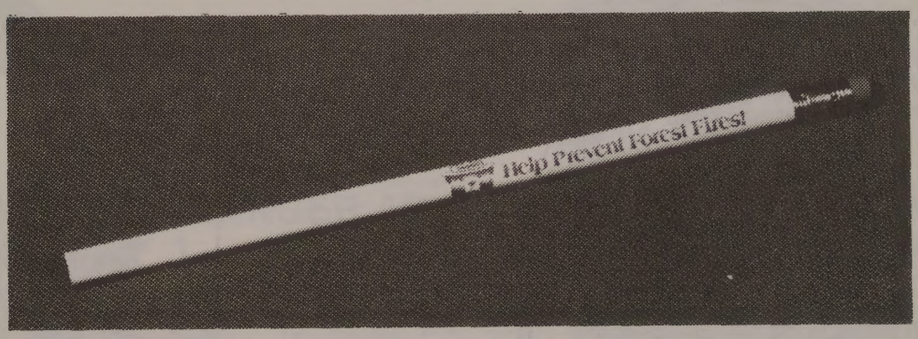
88-CFFP-43 Button. A special button for use as handout. $37/500.

88-CFFP-44 Tokens. An inexpensive handout, slightly larger than a half dollar. $37/1000.

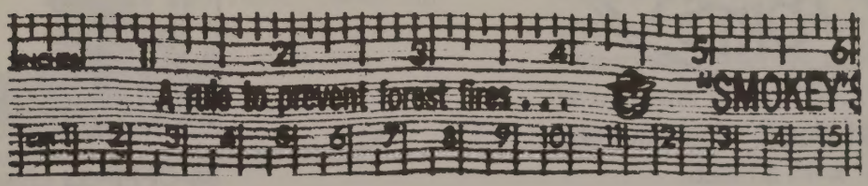


88-CFFP-46 Pen. A retractable pen with ink filler and imprinted fire prevention message. $16/100.

88-CFFP-45 Stick-ons. $39/250.



88-CFFP-47 Pencil. A round wood pencil with eraser and imprinted fire prevention message. $21/250.



88-CFFP-48 Ruler. A 12" wooden ruler for use as a low cost handout item. $74/1000.

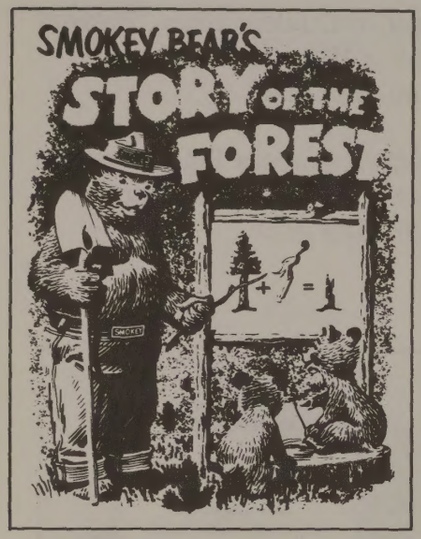
88-CFFP-49 Key Fob. "Think-Thanks." $48/50.

88-CFFP-50 Balloons, Colorful balloons featuring Smokey Bear and a prevent forest fires message. $25/500.

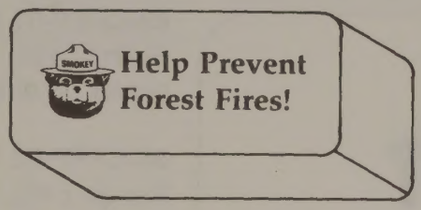
88-CFFP-51 Patch, "Prevent Forest Fires", 2¾″ x 4″. $14/25.

88-CFFP-52 Decal, "Prevent Forest Fires" $20/100.

88-CFFP-53 Litterbag. A plastic 9″ x 12″ litterbag with Smokey and a message printed on it. $46/1000.



88-CFFP-54 Story of the Forest. A popular 16-page book that tells the story in simple, effective language. $63/200.



88-CFFP-55 Eraser with fire prevention message. $20/25.

88-CFFP-56 Whistle with fire prevention message. $13/25.

88-CFFP-57 Lapel Pin/Bookmarker with fire prevention message. $5/50.

NOTE:
The following items *are not* giveaway items.

FIRE DANGER ADJECTIVES
(construction plans of fire danger sign furnished with each order of fire danger adjectives)

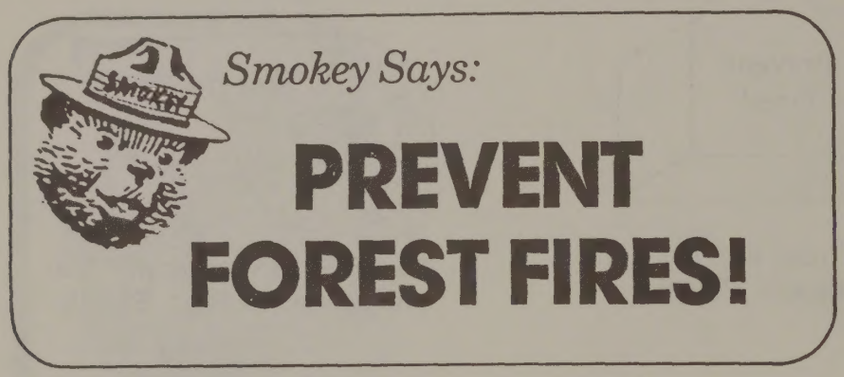
88-CFFP-58 Fire Danger Sign, shovel in left hand. A standard 5′8″ tall Smokey Bear fire danger sign. $30 each.

88-CFFP-59 Fire Danger Sign, shovel in right hand. Same sign as 88-CFFP-58. (For a 2-way sign, order both 58 & 59.) $30 each.

88-CFFP-60 Fire Danger Adjectives. One set of five different 32″ x 12″ reflective, adhesive-backed fire danger signs for use with 58 and 59. (For a 2-way sign, order 2 sets.) $68 each.

Fire Danger Adjectives are needed to complete Fire Danger Signs. Order Fire Danger Adjectives 88-CFFP-60.

NOTE: The following items *are not* giveaway items.

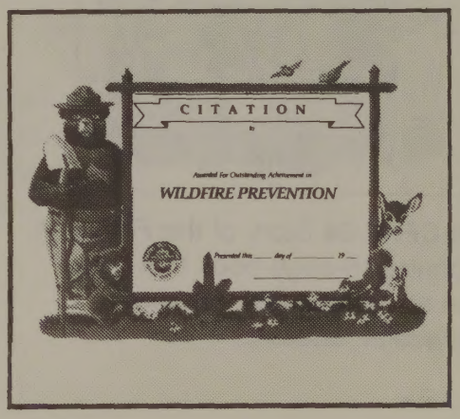


88-CFFP-61 Reflective Outdoor Sign, "Prevent Forest Fires." A 44" x 16" reflective 2-color poster on aluminum. $22 each.

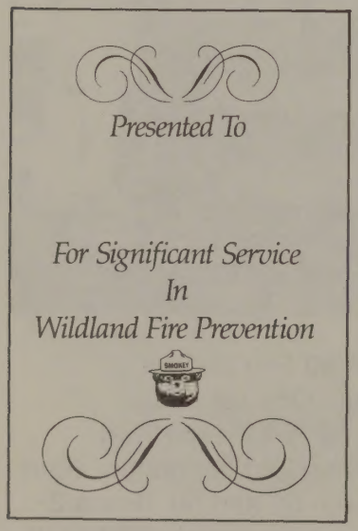
88-CFFP-62 Reflective Outdoor Sign, "Prevent Range Fires." A 44" x 16" reflective 2-color poster on aluminum. $22 each.

88-CFFP-63 Fiberglass Roadside Sign 18" x 24" with holes for hanging. $19 each.

88-CFFP-64 Fiberglass Picnic Area Sign. 7" x 9½". $8 each.

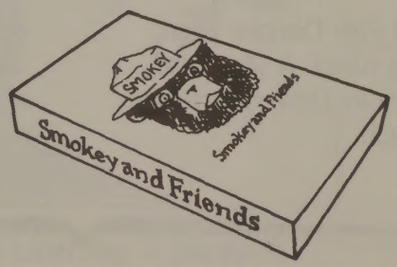


88-CFFP-65 Citation. This award is to be given to organizations and individuals that have provided outstanding local service for wildfire prevention over a two-year period (Frame is not included). $5/50.



88-CFFP-66 Smokey Bear Appreciation Award. This award, made from wood, is to be given to organizations and individuals for significant service for wildfire prevention at any level over a period of at least one year. $12 each.

88-CFFP-67 Smokey's Helper Patch. While this embroidered patch is not an official part of the Smokey Bear awards program, this patch may be used to recognize those individuals who have contributed to wildfire prevention on a one time basis for a short period of time. $14/25.



88-CFFP-68 Video (10 Minutes) for use in schools and on public television. Tape size, ½" VHS only. $15 each.

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember-
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For over 43 years, people like you have worked hard to help me prevent forest fires. We have done well together, but we can do even more in 1988.

This guide describes the materials prepared for my 1988 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising, it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed directly to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than $43 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your friend,

SMOKEY

ORDER FORM
1988 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 28, 1987

FROM: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: NO POST OFFICE BOXES, PLEASE!

_____

_____

_____

_____

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
1	Basic Poster, paper 13" x 18 1/2"	500	79		
2	Basic Poster, cardboard 13" x 18 1/2"	250	45		
3	School Poster, (school) paper 7" x 10"	500	31		
4	School Sticker, 4" x 6 1/2"	500	37		
5	Bookmark, 2 3/4" x 8 1/2"	500	8		
6	Stamps, block of 4	1000	20		
7	Teaching Aid, "Always Follow Smokey's Rules	50	75		
8	Special Poster-Nests, 20"X30"	200	40		
9	Special Poster - Snakes, 20" x 30"	200	40		
10	Special Poster - Mushrooms, 20" x 30"	200	40		
11	Special Poster - Leaves, 20" x 30"	200	40		
12	Special Poster - Birds, 20" x 30"	200	40		
13	Special Poster - Wood Products, 20" x 30"	200	40		
14	Special Poster - Flowers, 20" x 30"	200	40		
15	Special Poster - Butterflies, 20" x 30"	200	40		
16	Special Poster - Animals, 20" x 30"	200	40		
17	Special Poster - State Trees, 20" x 30"	200	40		
18	Special Poster - Fish, 20" x 30"	200	40		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
19	Special Poster - Insects, 20" x 30"	200	40		
20	Special Poster - Animal Footprints, 20" x 30"	200	40		
21	Special Poster - Lizards, 20" x 30"	200	40		
22	Special Poster - Food, 20" x 30"	200	40		
23	Debris Poster-Paper	200	52		
24	Debris Poster-Cardboard	100	35		
25	Fold-out Pamphlet, "Suppose You Went Camping"	100	9		
26	Teacher's Kit (unassembled)	100	80		
27	Junior Forest Ranger Handbook, 5 1/4" x 8 1/2"	100	14		
28	True Story Comic Book (English)	500	62		
29	True Story Comic Book (Spanish)	500	86		
30	Smokey Bear Song Sheet	1000	24		
31	Coloring Sheet	500	15		
32	Make Campfires Safe, folder	100	7		
33	Safe Debris Burning, folder	100	7		
34	Fire Safety Outdoors, folder	100	7		
35	Note Pad, (lined) 5" x 8"	25	8		
36	Note Pad, (unlined) 5" x 8"	25	7		
37	Name Tag, adhesive back, 3 1/2" x 2 3/8"	100	8		
38	Wallet Card	500	8		
39	Bumper Strip - Use Your Ashtray!	100	37		
40	Bumper Strip - I Love Smokey Bear	100	28		
41	Bumper Strip - Prevent Wildfires!	100	33		
42	Bumper Strip - Support Your Local Bear	100	28		
43	Button	500	37		
44	Token	1000	37		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
45	Stick-Ons	250	39		
46	Pen	100	16		
47	Pencil	250	21		
48	Ruler, wooden 12"	1000	74		
49	Key Fob	50	48		
50	Balloon	500	25		
51	Patch, embroidered	25	14		
52	Decal, vinyl	100	20		
53	Litterbag, plastic	1000	46		
54	Story of the Forest, a 16 page publication	200	63		
55	Eraser	25	20		
56	Whistle	25	13		
57	Lapel Pin/Bookmark	50	5		
58	Fire Danger Sign, shovel in left hand	1	30		
59	Fire Danger Sign, shovel in right hand	1	30		
60	Fire Danger Adjectives (1 set) reflective	1 set	68		
61	Reflective Outdoor Sign, "Prevent Forest Fires," 44" x 16"	1	22		
62	Reflective Outdoor Sign, "Prevent Range Fires," 44" x 16"	1	22		
63	Fiberglass Roadside Sign, with holes for hanging, 18" x 24"	1	19		
64	Fiberglass Picnic Area Sign, 7" x 9 1/2"	1	8		
65	Citation	50	5		
66	Smokey Bear Appreciation Award	1	12		
67	Smokey's Helper Patch	25	14		
68	Video	1	15		

CHARGE APPROPRIATION _____ TOTAL VALUE OF ORDER _____

☆U.S. Government Printing Office : 1987 -716-000/02076

PLEASE